QUEENS DIVISION PERSONAL SELLING ACTION PLAN

* CONDUCT PERSONAL SELLING MISSIONS / STORE SALES ON FRIDAYS (2 FRIDAYS PER MONTH)

* UTILIZE EXCESS PREMIUMS AS BUYING INCENTIVES

* FORM 6 TEAMS OF 2 SALES REPS PER TEAM & 2 TEAMS OF 1 MANAGER / PART TIMER

* OBJECTIVE TO ACHIEVE TRIAL/CONVERSION & TO GET CONSUMER RESPONSE CARDS

* CONDUCT STORE SALES OUTSIDE OF HIGH VOLUME / HIGH TRAFFIC RETAIL LOCATIONS

* FOCUS/TARGET SELECT/CAMEL/DORAL

6/19

To: M. A. Young

From: S. C. Grossberg

Mark

Will Hold off on implementation

until after P.M. Summer Blitz

Approx Mid July

51850 4199

Source: https://www.industrydocuments.ucsf.edu/docs/yqby0000